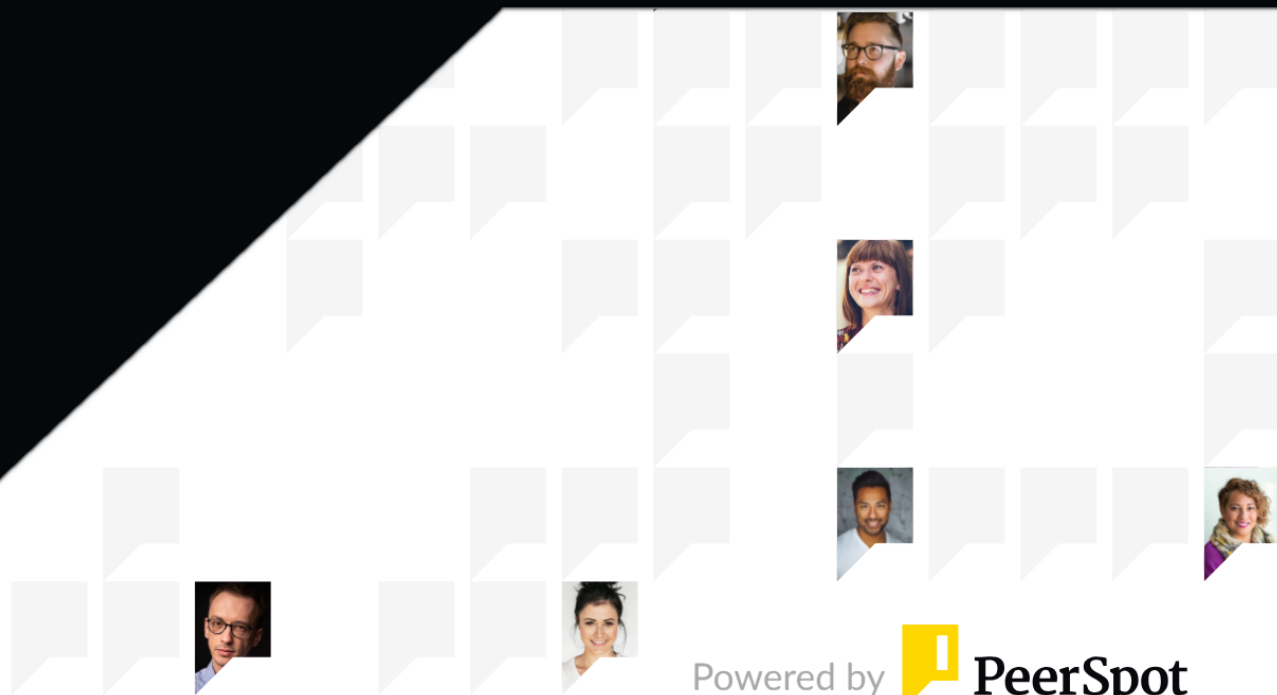


aws marketplace

Asana

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



Asana

Asana Recap

Asana offers a dynamic platform for managing projects and tasks, renowned for its customizable views, seamless integrations, and flexible task management options.

Asana supports project management with features designed for efficiency and collaboration. It provides tools like customizable views, Kanban boards, and automation to streamline task management. Its intuitive interface, alongside powerful dashboards and communication tools, enhances teamwork and organization. The platform is versatile in creating subtasks and personalized templates, facilitating efficient project tracking and adaptability. Notifications and real-time updates ensure teams stay informed, while the easy setup and system stability make it suitable for diverse teams.

What are the key features of Asana?

- Customizable Views: Allows users to tailor project perspectives for their specific needs.
- Seamless Integrations: Connects easily with other platforms to streamline workflow.
- Kanban Boards: Provides visual management of tasks for enhanced clarity.
- Powerful Task Management: Enables detailed tracking and task organization.
- Automation Capabilities: Reduces manual work through automated processes.

What benefits or ROI should users expect from Asana?

- Enhanced Collaboration: Teams can communicate effectively within the platform.
- Improved Organization: Provides tools for task assignment and prioritization.
- Increased Productivity: Facilitates timely task completion and efficient resource use.
- Real-Time Updates: Ensures teams remain informed with instant notifications.

Asana is utilized across industries such as marketing and software development, acting as a central hub for task assignment and collaboration. It assists teams in sprint planning, progress tracking, and seamless integration with other platforms, which is vital for teamwork and strategic project execution.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Asana has positively impacted the organization by providing clarity for everyone, allowing visibility into who is working on what, from the VP of Operations down to maintenance, ensuring necessary parts are available.”



Patrick Conley

Construction Superintendent at Sila Nanotechnologies Inc.



“Asana has impacted my organization positively by being very useful for product management and task management.”



Kevin Shah

Senior Data Scientist at Evolvision Technologies



“We put all of our work and communication into Asana and it runs really smoothly.”



Sydney Stevens

Project Manager at ZERO TO THREE



“I find Asana friendly, and the user interface is really quick.”



Hareesha Rameshappa

Sr Technical Product Manager at a tech company with 11-50 employees



“Asana impacts the organization in several ways, improving execution clarity across different teams by showing what needs to be done, who owns it, and what the due date is, while strengthening PMO governance and visibility with real-time dashboards, portfolio views for leadership, and instant visibility into project health that makes decision-making faster and more data-driven and reduces operational inefficiencies.”



Ajay Kanojia

Associate Manager at Jade Global



“Asana has positively impacted my organization as we have moved from a team of five persons to currently a team of about nine or twelve persons over the last two to three years, and it really helps.”



Validated user

Fullstack Developer at a outsourcing company with 201-500 employees



“The time we are investing through departments with Asana is valuable because we are receiving requests or updates for projects without investing time in meetings or writing emails.”



Carlos Alas

NOC Manager at a comms service provider with 51-200 employees

What users had to say about valuable features:

“The best features Asana offers include project tracking, communication between project teams, workflow automation, reports and dashboards, and cross-functional coordination.

The feature that has made the biggest difference for my team is the cross-functional coordination because it allows communication between the internal team as well as the external teams that are involved in the projects.

Asana has positively impacted my organization through the coordination between all of the different players on different projects, and the tracking and assignments are very streamlined.

Coordination and tracking have become streamlined because everything is instantaneous, which is always beneficial in a project..”

Validated user

HITRUST and GRC Consultant at a consultancy with 11-50 employees

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“I find Asana friendly, and the user interface is really quick. All the options available from Asana tools are easy to use by the rest of the teams, so I would recommend Asana for other customers too.

“In my opinion, the best features Asana offers include ticket creation and ticket grouping. Ticket creation and grouping help my team and me in our day-to-day work because we can group the tickets based on the feature or issue categories, allowing us, as a team or as engineers, to work on multiple tickets together rather than on a ticket-by-ticket basis.

“Asana has positively impacted our organization as we are able to organize all the tickets or issues in one project space, allowing me to generate status reports and present them to management, which functions as a dashboard for the high-level management team. Having all the issues in one project space and generating status reports gives management status updates, helping me prioritize features or groups that are lagging or need work, which has resulted in high productivity based on prioritization..”

Hareesha Rameshappa

Sr Technical Product Manager at a tech company with 11-50 employees

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“In my opinion, the best features Asana offers include all product management scenarios, such as how tickets can be generated and what assignees and assigners need to be adapted. It can be integrated with external CRM tools and external collaboration tools like Slack and MS Teams. Asana also offers MCP and its toolkit, which we can utilize perfectly.

I find myself using ticket management the most among those features.

Asana has impacted my organization positively by being very useful for product management and task management. We manage internally how tasks can be assigned to specific teams and how they can be launched on specific dates. Deadline-based use cases can be completed, enhanced, and tracked perfectly through collaboration of different teams.

I would say that we are working on time for each task and can manage who can pick what kind of task by checking the specific workflow. This gives insight into what needs to be done in future ticket pipelines. Based on how many tickets are created, we can justify priorities and complete them as soon as possible. We can maintain deadlines as well. Productivity metrics such as the time of completion for any specific ticket or feature that we are building can be implemented perfectly. All of these things are maintained in a professional manner in Asana..”

Kevin Shah

Senior Data Scientist at Evolvion Technologies

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“Having everything in one place makes it very helpful. Our entire organization is using Asana, so we are able to collaborate cross-departmentally using Asana. There are no access issues and it keeps everything in one place so that we are not chasing people down via email or Microsoft Teams or in just different workflows. We put all of our work and communication into Asana and it runs really smoothly.

In my opinion, the AI Asana Assistant is very helpful. When on Mondays I send out a report that captures all of the active project work to our stakeholders, using that AI assistant to quickly grab bullet points, status updates, and other information from various projects is very helpful and saves me so much time.

I feel that the accuracy and usefulness of the AI assistant's summaries and suggestions are very accurate based on the information that is in the project. It is very accurate and made my reporting easier. However, that is dependent upon my team using Asana effectively and keeping their own work up to date.

Asana has positively impacted my organization by enabling us to work more effectively across departments. This effectiveness shows up in all of the above. We are able to communicate in one platform, which streamlines everything. It gives visibility to everyone, so you are not worried about forgetting to loop someone in. Everyone has access to all of the projects that they need and can see deadlines, can see status updates, and can review and approve things quickly..”

Sydney Stevens

Project Manager at ZERO TO THREE

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“Some of the features are proprietary, so I cannot go deep into anything, but when we are working on something, it is typically two persons on it going back and forth on the document figuring out how to work together and what to collaborate on.

“The deadlines work really well, the timelines work really well, and the views work well on all devices because we use it on mobile, tablets, and laptops.

“In my opinion, the best features Asana offers are collaboration.

“I have experience with integrations. We are a Slack team and then we moved over to Teams, so the integration from the bot integrations that we have give you notifications based on timeline deadlines, and those things work really well and we appreciate those.

“Asana has positively impacted my organization as we have moved from a team of five persons to currently a team of about nine or twelve persons over the last two to three years, and it really helps.

“It is the go-to tool for reviewing items in specific places, and it lifts some of the work when it comes to collaboration, making it easier for us.

“Asana helped with that growth as we are at approximately seventy percent efficiency on the team because we have a go-to tool that helps us with managing our documentation and eases us with collaboration..”

Validated user

[Read full review](#) 

Fullstack Developer at a outsourcing company with 201-500 employees

“The best feature is end-to-end project management that encourages real-time collaboration across multiple projects. I can utilize list, board, and timeline views while prioritizing my work and syncing with my calendar. Asana has a very good interactive Gantt chart timeline that helps different stakeholders such as PMO, QA, and business teams view the same project in their preferred way. I can customize reports to my needs. Asana helps me clearly assign task ownership and push accountability to the respective individuals, which eliminates confusion. This is especially critical for cross-functional programs that require significant coordination and control. Asana has very good workflow automation that manages status updates, task routing, and notifications easily within its ecosystem.

“Collaboration features include commenting where I can mention a person's name with the "at rate" symbol, which automatically creates a task for that person and enables real-time communication. There is no need to drop an email chain or lose any context or oversight on any task I might have missed. Real-time reporting and goal and strategic alignment between the project and project manager also help with coordination. The customization capabilities are extensive, allowing me to customize fields for tracking, validation status, priority, and risk. Templates can be repeatedly used, and forms standardize work intake. Asana is particularly well-suited for the life sciences and healthcare industry, as I have worked extensively in this specific field.

“Resource and workload management features allow me to see team capacity and workload distribution and rebalance tasks actively. This prevents burnout and improves delivery predictability. Asana's recent AI capabilities automatically summarize status and provide workflow suggestions. The AI also gives project insights regarding what is going on, so I do not have to prepare a separate project review deck. I can simply take inputs from Asana, ask questions, and receive a very good overview of the projects I am working on. Asana creates good execution based on tasks, encourages collaboration, helps with reporting, and strategically enables me to do everything in one system rather than depending on multiple systems..”

Ajay Kanojia

Associate Manager at Jade Global

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Other Solutions Considered

“We did not evaluate other options before choosing Asana, as we were using other tools, and the recommendation from our customer led us to directly start using Asana..”

Hareesha Rameshappa

Sr Technical Product Manager at a tech company with 11-50 employees

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“We previously used Reich and our reason for switching was we were looking for software that we could use cross-departmentally to collaborate across the organization, and Asana just fit our needs a little bit better than Reich did..”

Sydney Stevens

Project Manager at ZERO TO THREE

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“Before Asana, we previously used PTC Integrity and Jira, but we switched to Asana based on customer requirements, allowing us to have shareable projects that customers also recommended we use..”

Hareesha Rameshappa

Sr Technical Product Manager at a tech company with 11-50 employees

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“There are main differences between Planview and Asana in my opinion, with Planview being much stricter. There are too many controls on it. Planview has more reporting capabilities and is more detailed. However, for what we need right now in our organization, Asana works pretty well..”

Valentina Rada

Project Manager at Taco Cabana, Inc.

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“I considered Notion, but I don't really remember the names of the other tools. The features that Notion didn't have that Asana did have, which we absolutely needed, were the reporting and dashboards. Notion has a kind of dashboard, but it's not the same. At the moment we were trying Notion, it was necessary to keep updating the info manually. With Asana, it's automatic because it's taking the info from all the projects and updating in real time. That is the most important feature that made us move back to Asana..”

Carlos Alas

NOC Manager at a comms service provider with 51-200 employees

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“I have used Jira prior to choosing Asana. Both tools have specific strengths. Asana is very simple to learn and understand. All workflows, Kanban boards, collaboration, tickets, and logs are maintained perfectly in both. Jira has Confluence integrated, which allows for documentation and article-based cases, giving it some advantage. However, it is very difficult to understand and maintain the content. In that regard, Asana is good, but it does not have the flexibility to write notes-based documentation.

I have used only these two solutions before choosing Asana..”

Kevin Shah

Senior Data Scientist at Evolvision Technologies

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ROI

Real user quotes about their ROI:

“I have not specifically seen any ROI using the product. We use it as a part of different tools, so it is like looking at the ROI for an email, which is a part of the tools we need..”

Francois Provencher

Expert Consultant, Strategy and Innovation at Innovitech

[Read full review](#) 

“I have definitely seen a return on investment with Asana. The efficiency of building the whole project has increased through team management using Asana. Multiple clients work directly with this collaboration tool, so definitely there has been a return on investment..”

Kevin Shah

Senior Data Scientist at Evolvision Technologies

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“I don't have exact ROI numbers, however, we've seen time investment hours and we know that each hour counts as money. We've seen some return on investment, in time, in productivity. Those two KPIs have seen marked improvements..”

Isidro Sada

Asana Lead Manager at Izei Consulting Group

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“Asana is worth the money because it will save us time by making information easily accessible. I think with a conservative estimate, everyone can save two hours per week, but the reality is likely closer to four hours per week. This extra time can be used to work on more client projects and produce more, resulting in more money earned..”

Solène Verhaeghe

Consultant at Quotid-up

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“A return on investment has been seen with Asana primarily in time savings due to its instantaneous communication, acting as a single point for project discussions. There is no need to juggle multiple conversations across different platforms, and the search engine works effectively, allowing for pulling up historical data efficiently, which ensures all pertinent information is available..”

Patrick Conley

Construction Superintendent at Sila Nanotechnologies Inc.

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“We likely have seen an ROI in the aggregate, but if we evaluate it in the past three or six months, we haven't got an ROI. We rely on reporting outside of the tool that could be done inside the tool, which adds on a bit of administrative bulk that we don't need. It's also because we're more of a mature organization, and we know exactly what we require out of our project data that we didn't know before. So, in the short term, return on investment hasn't been there. When we were starting out or were a startup, getting out of that startup mentality was a huge return on investment, but nowadays, that might not be the case..”

Ian Herzing

Resource Manager at a non-tech company with 11-50 employees

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Use Case

“My main use case for Asana is management and documentation. We use Asana to figure out how to work together on teams, feature planning, and feature feedback..”

Validated user

Fullstack Developer at a outsourcing company with 201-500 employees

[Read full review](#) 

“Asana serves as the main platform for tasking project management activities, team collaboration, workflow and process management, planning and visibility, and cross-functional coordination. It becomes a single source of truth for any project execution, collaboration, and tracking..”

Ajay Kanojia

Associate Manager at Jade Global

[Read full review](#) 

“My main use case for Asana is project tracking.

Whenever we are assigned new projects, we enter the project information in Asana, which lists the different team members on the project team. We can share and exchange information as well as track progress of all deliverables for the project..”

Validated user

[Read full review](#) 

HITRUST and GRC Consultant at a consultancy with 11-50 employees

“My main use case for Asana is exchanging tickets with customers. To exchange tickets with customers, we define the field from both sides and exchange the information or issues reported by the customer, which are then linked to Jira, allowing our development team to work on that internal ticket. Asana is deployed in my organization as an on-premises and web application..”

Hareesha Rameshappa

[Read full review](#) 

Sr Technical Product Manager at a tech company with 11-50 employees

“My main use case for Asana is identifying the progress of tasks assigned to the team. I utilize Asana for team collaboration, team ticket generation for each task, and to collaborate through comments, which serves as the tracking mechanism for product development and project management.

For one of my current projects, whenever a new task comes into view, we have a specific team divided into front-end, back-end, DevOps, AI, and project manager roles. All team members are assigned to the specific task. Whatever task they pick up, we move it to in-progress status and then mark it as completed once the task has been finished. For example, if I want to create a background task for an AI process that will implement categorical scenarios to understand how user behaviors respond to specific video comments, we need to generate a whole pipeline-based scenario. This includes what the background of Asana's ticket should be, who needs to be assigned to this task, who will be doing this task, who is the assignee, who will be reporting this task, what will be the deadline, and what approach they have implemented once completed. All of these things are maintained in Asana, which tracks user continuity and how they are approaching specific project tickets and tasks..”

Kevin Shah

Senior Data Scientist at Evolvision Technologies

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“As the main project manager for my team, I own all communications and marketing projects in Asana. We have an annual impact report that showcases our organization's impact for the prior year. It covers our revenue, our expenses, any major achievements, and tells stories about families that we've helped. We set that up to be delivered in two different mediums: a digital report and a printed report. I set every task up in Asana, assign out all of the tasks, and host a kickoff meeting where all of our notes, reference docs, and to-do lists are captured in Asana. I also manage our vendor relationship with an external web development agency. I keep track of their contract, their invoices, their meeting notes, and our check-ins are all captured in Asana. Everything through launch to reporting to our after-action and closing is captured in Asana through various tasks and due dates.

Having everything in one place makes it very helpful. Our entire organization is using Asana, so we are able to collaborate cross-departmentally using Asana. There are no access issues and it keeps everything in one place so that we are not chasing people down via email or Microsoft Teams or in just different workflows. We put all of our work and communication into Asana and it runs really smoothly.

We recently started using Asana for annual fiscal year planning..”

Sydney Stevens

Project Manager at ZERO TO THREE

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The solution's initial setup is very, very simple. I am also working as an admin for Asana for my team. The solution's implementation involves a couple of clicks, and you are onboarded..”

Aman Aneja

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Director of Analytics at a financial services firm with 1-10 employees

“The initial setup was straightforward. I come from a technical background. Everything is straightforward for me. The setup was very simple. We had to download the app and add the tasks..”

Abasiakama Bassey

[Read full review](#) 

Founder at Elxae Hub

“The initial setup is straightforward. 20 members, including the manager, were involved in the development.

I rate the initial setup an eight out of ten, where one is difficult and ten is easy..”

Johnathan Escobar

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Helpdesk Support at a comms service provider with 51-200 employees

“The initial setup with Asana was not straightforward because you had to think of where you want to go. It's somewhat tedious because you have to add it project by project, but it's part of building a portfolio. While it was more challenging in the beginning, for an end user, it was not that complicated..”

Valentina Rada

[Read full review](#) 

Project Manager at Taco Cabana, Inc.

“The initial setup for Asana was pretty easy to use from the beginning. Then we started to make it more complex because we needed to use some features, rules, and automatic actions. Now if someone is watching our projects for the very first time, they might say that Asana is complicated, but it's not complicated at all..”

Carlos Alas

[Read full review](#) 

NOC Manager at a comms service provider with 51-200 employees

“I rate the initial setup a seven, on a scale of one to ten, where ten is the best.

The solution is deployed on the public cloud.

To be frank, I don't know the time taken for the deployment because when I joined the company, Asana was already a subscribed tool. I was not the person who had subscribed and deployed Asana in the company, making me just a user..”

Mahmoud Koja

[Read full review](#) 

Customer Success Manager at GSA analytics

Customer Service and Support

“No complaints have been heard about customer support for Asana. Work occurs closely with the IT group, and they have not reported any issues regarding support from Asana..”

Patrick Conley

Construction Superintendent at Sila Nanotechnologies Inc.

[Read full review](#) 

“I would say customer support is very good. Both email and calling support are working perfectly. The chatbot of Asana also provides perfect responses. The pre-generated FAQs offer clarity on what steps need to be included, which is sufficient..”

Kevin Shah

Senior Data Scientist at Evolvision Technologies

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“I had to contact support because the application is always busy. When we assign a request, it takes time to get feedback. It takes time even to get information about the request we raised because there are so many applications and so many icons we have to click..”

Validated user

[Read full review](#) 

User Happiness Manager at a tech vendor with 1,001-5,000 employees

“The solution's technical support was okay. I rate the technical support a seven out of ten.

The technical support would respond through a chat system and get back to you at a later stage, so instant support wasn't available..”

Mahmoud Koja

[Read full review](#) 

Customer Success Manager at GSA analytics

“I'm in touch with Asana's sales account manager only. I learned it on my own. Their website has many areas of training, so it's very comprehensive. If you have any questions, you can use the search function and receive many good answers.

“I would rate eight to nine for my experience with either the sales representative or the online support..”

Valentina Rada

Project Manager at Taco Cabana, Inc.

[Read full review](#) 

“The solution's technical support is not very prompt or strong, which may be because they have to reach out to a lot of users. Though we only got the opportunity to interact with the product's technical support team once or twice, our experience was not good. We weren't happy with the technical support team because of the response time they took to provide us with a solution to our issue, and we had only reached out to the support team since we had no clue on how to resolve the issue in the product. We were expecting experts from Asana's technical support team to resolve the issue within an hour, but it took them 48 hours to resolve it..”

Gaurab Patra

Co Founder at a tech consulting company with 11-50 employees

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Other Advice

“I would highly recommend Asana. I would recommend that others go through the Asana training videos, and if they are really interested or possibly a lead on their team to go through the Asana Ambassador training. I give Asana an overall rating of nine out of ten..”

Sydney Stevens

Project Manager at ZERO TO THREE

[Read full review](#) 

“I would not recommend Asana to others looking into using it. My company does not have a business relationship with this vendor other than being a customer. I would rate this product an 8..”

Validated user

Senior Data Scientist at a tech vendor with 10,001+ employees

[Read full review](#) 

“I would advise others looking into using Asana to read the use case and figure out if it fits your needs, but generally give it a try before you say no.

“I would rate this product an eight out of ten..”

Validated user

Fullstack Developer at a outsourcing company with 201-500 employees

[Read full review](#) 

“My advice to others looking into using Asana is that it is flexible and it has strong collaboration tools, and I would encourage them to take advantage of those tools.

My company does not have a business relationship with this vendor other than being a customer.

I would rate this product an 8..”

Validated user

HITRUST and GRC Consultant at a consultancy with 11-50 employees

[Read full review](#) 

“I would rate customer support an eight on a scale of one to ten. I would advise others looking into using Asana to go ahead and use it. One general feedback about Asana is that compared to Jira, it has fewer features and is not as organized. If Asana provides a user interface and more features necessary for project management, it could attract more customers in the market. I choose a seven because I use multiple project management tools such as Jira, Asana, and [PTC Integrity](#), and when I compare the features, I think it is seven—not less or more. I gave this review an overall rating of seven..”

Hareesha Rameshappa

Sr Technical Product Manager at a tech company with 11-50 employees

[Read full review](#) 

“One of the recent projects I completed was Viva Vault validation for a pharma client, and I used Asana from start to end. I started with project setup where the project created was Viva Vault, and then I drilled down into different sections including initiation, planning, execution, review and approval, go live, and closure. When breaking down the tasks, I had different tasks from a validation point of view including validation plan creation, user requirement specification, functional specification, IQ OQ protocols, test execution, deviation management, and validation summary. Each task also had sub-tasks with proper due dates according to the project timelines. Asana has the capability to attach documents, templates, and comments for discussions or approval. Timelines and dependencies were managed based on deliverables. For example, I had to complete URS, FS, and configuration before testing and release. The dependency for testing was the functional specification, so testing could not start until the functional specification was complete. This helped the PMO track delays and identify the critical path for the entire project.

“Regarding collaboration and communication, all discussions happened inside the task with no emails. Stakeholders were tagged for different approvals including QA, business, and IT. Real-time status updates were implemented. Dashboards

and reporting showed the percentage of completion of validation activity, open versus closed deviations, and any tasks that were at risk or overdue. I held weekly governance calls as well. For compliance and audit readiness, documents attached to tasks served as a centralized repository with active history maintained showing who did what and the delay between review and approval. This helps produce evidence during audits or inspections.

“AI capability made a significant difference because I did not need to go inside each project to see what was happening. I could get an overview and summary of the entire project instead. Task ownership and accountability also made a big difference because ownership often becomes ambiguous when multiple stakeholders are involved. Without clear ownership, follow-ups require constant intervention. Dependencies can cause delays, and it becomes unclear who is responsible for what. Asana streamlines this by ensuring every task has a single owner and a clear deadline. Sub-tasks ensure granularity and accountability with no gaps in execution. Dependencies are obvious because Asana shows who is blocking whom and what the dependency of that particular task is. Real-time visibility shows where the task is actually being held, which gives me actual impact by providing a faster execution cycle, reducing coordination overhead for the PMO, and improving stakeholder trust, especially on client-facing projects. Better audit readiness is captured. The single biggest impact came from clear task ownership because once everyone knew exactly what they owned and when they needed to execute, the work became more predictable and efficient.

“My single-person dashboard shows everything assigned to me across multiple projects in one place, prioritized based on due date and urgencies, so I do not have to juggle between projects. A small but powerful feature is the My Tasks view, which acts as my daily control center, prioritizing work from my start of the day to the end based on due date. I can prioritize very quickly and easily, and the tasks align based on project criticality as well. Some projects require really quick attention in terms of escalations or lagging away from the deadline, which I can easily see on the My Tasks board. I rate this product nine out of ten..”

Ajay Kanojia

Associate Manager at Jade Global

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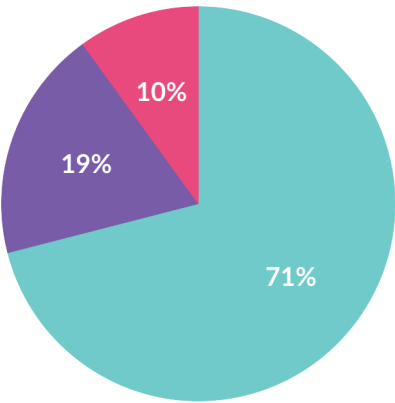
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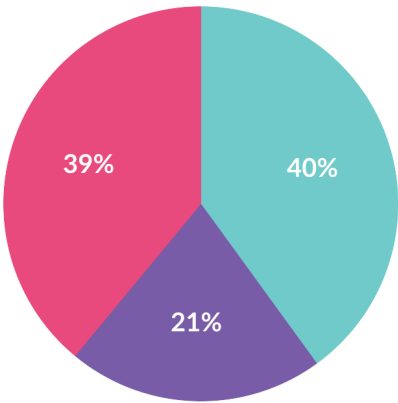


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PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944